

# **STATEMENT OF WORK FOR THE PRE-PRODUCTION AND PRODUCTION OF A RADIO SOAP OPERA “RELATOS DEL DESPERTAR” FOR THE MINISTRY OF DEFENSE OF THE REPUBLIC OF COLOMBIA**

## **I. Introduction**

The mission of the Bureau of International Narcotics and Law Enforcement Affairs (INL) is to minimize the impact of international crime and illegal drug trafficking around the world. This mission has expanded over the past decade to include supporting strategies to stabilize post-conflict societies, support peace and strengthen institutions. To accomplish these goals, INL works to strengthen global security by combating drug trafficking, recruitment by criminal gangs, and dismantling illegal armed groups and criminal gangs. INL promotes the goal of good governance and democracy, with a strategy to strengthen rule of law, the judiciary system, and respect for human rights.

## **II. Background**

Under the framework of the Annex to the General Agreement for Economic, Technical, and Related Assistance between the Government of the United States of America and the Government of the Republic of Colombia; the INL section through the program of reinsertion into Society and Individual Deserter Program, aims to promote individual demobilization of guerrillas, prevent illegal recruitment, raise awareness within the community about the problems of conflict, and promote reconciliation, coexistence and acceptability to the people in the process of reintegration. To work toward this end, INL, in cooperation with the Government of Colombia, and in partnership with the Ministry of Defense, have agreed to produce a radio program to help prevent recruitment and promote a space of reflection for forgiveness, reconciliation and coexistence, and to enhance the individual demobilization of illegal-armed groups.

## **III. Objectives**

The objectives of this acquisition are for a contractor to perform pre-production and production of one (1) season of fifteen (15) chapters, each with duration of twelve (12) to fifteen (15) minutes, and four (4) promotional spots of the radio soap opera “Relatos al Despertar.”

## **IV. Tasks to Be Completed by the Contractor**

The Contractor shall perform the following tasks:

### **1. Pre-Production and Preparation of Scripts**

- a. The contractor shall develop the pre-production (script) of the first season of the radio soap opera “Relatos al Despertar”. To perform the work the Contractor has to coordinate with the Humanitarian Attention to the Demobilized Group (hereinafter GAHD) of the Ministry of Defense, schedule the visits to the different shelters

- (homes of peace) which are the first physical space through which a demobilized person passes and changes from being a member of an illegal-armed group to being a productive part of society, with full enjoyment of all the rights of citizens, in order to get the real stories and testimonies of Colombian former guerrillas who took the decision to demobilize individually and now are in the reintegration process.
- b. The fieldwork for the collection of information for the preparation of the scripts should be performed by professionals with careers related to social science, literature, humanities, art and social communication. These chosen professionals shall interview demobilized persons, to hear their stories and testimonies, in order to obtain the geographical, temporal, cultural and dialectical information for the drafting of the scripts.
  - c. The scripts for each chapter must be based on the stories obtained in the field work, covering the topics described below, according to the instructions of the personnel assigned by the GAHD:
    - Illegal recruitment of children
    - Abuse within the armed groups operating outside the law (GAOML)
    - Gender violence: abortions and sexual abuse.
    - Ideological inconsistency of (GAOML)
    - Family reunion
    - Illegal activities (drug trafficking, links to BACRIM, kidnapping, extortion, etc.)
    - Military pressure (continuation of military operations, fearing demobilization)
    - Human rights. (Abuses by illegal armed groups, including executions)
    - Benefits of the GAHD
    - Benefits of reintegration.
  - d. The scripts of each chapter will have at least four (4) characters.
  - e. The scripts must have the context of the experiences lived in various regions (Pacific, Orinoco, the Caribbean and Andean).
  - f. The team involved in the project must sign the corresponding promise of confidentiality provided by officials GAHD.
  - g. During field work, the contractor must inform the GAHD, with at least four (4) working days the date, time, place and assigned staff required to enter the demobilization shelters, for purposes of processing the respective authorizations.
  - h. During the project, the contractor must submit the script of every five (5) chapters (as they are completed), to the GAHD, based on the interviews with the demobilized persons from the different regions (Pacific, Orinoco, the Caribbean and Andean) and structures of armed groups operating outside the law (GAOML) for respective review and approval, and prepare the corresponding report of approval or adjustments and corrections as appropriate, in which the contractor will have three (3) business days to submit the final corrections.
  - i. The GAHD shall review and approve the content of each chapter.

## **2. Production**

- a. The Contractor shall produce the first season of the soap opera “Relatos del Despertar,” requiring:

- To perform 15 chapters per season with a duration of twelve (12) to fifteen (15) minutes per chapter.
  - Hire actors and announcers for the implementation of the radio drama including recording and editing.
- b. The production of the radio program shall incorporate the previously developed script, recording in a suitable acoustic environment with professional teams, with at least four (4) different actors, an announcer, music composition and sound design, original music for the opening and closing curtains, editing, mixing, music library, effects (compression, EQ, etc.), and final mixture and delivery of the final audio.
- c. The Contractor shall submit produced Chapters to GAHD in increments of 5 for their respective review and approval for effects that make the respective concept approval, or making adjustments or corrections are required. The Contractor shall have 3 business days to correct and re submit.
- d. For the production the contractor must ensure:
- Cabin room or audio recording studio that meets quality standards in acoustics, according to the "Colombian NTC 4944 TECHNICAL STANDARD OF INCONTEC".
  - High quality sound design background sounds, Foley sound and special effects, in order to guaranty the message with clear, logical and consistent sounds.

### 3. Radio

- a. The Contractor shall also produce 4 radio spots based on the approved radio production. Each spot will last 30 seconds and will promote the respective season. The spots should refer to the chapters that will be issued.

### 4. Schedule

Once the contract is awarded, the Contractor shall develop an implementation schedule to the GAHD for review and approval. Please use the sample below to develop the schedule.

Schedule deliveries Radio Soap Opera		
1	Within five (05) working days from assignment of the contract, the project manager must provide the Group of Humanitarian Attention to the Demobilized (hereinafter GAHD) the list and resume of professional staff conduct field work, interviews , scripts and other tasks directly related to the purpose of the project to the respective review and approval by officials GAHD.	
2	Once approved the team work, the contractor must set up a meeting with the GAHD to receive information related to the process of Disarmament, Demobilization and Reintegration (DDR). In the meeting will be programmed the schedule for the visits to homes of peace places and with the people that are in process of reintegration. Taking into account that for field work, the contractor must inform the GAHD, with at least four (4) working days before the date, time, place and assigned staff required to enter the homes of peace, for purposes of processing the respective authorizations income from the GAHD) Both the contractor and the team and staff involved in the project, must subscribe to the corresponding promise of confidentiality provided by officials GAHD.	
<b>PREPRODUCTION</b>		

3	For field work, the contractor must inform the GAHD, with at least four (4) working days before the date, time, place and assigned staff required to enter the homes of peace, for purposes of processing the respective authorizations income from the GAHD)	
4	Field work. Collection of information for the scripts for the (15) chapters, based on interviews with demobilized from the different regions (Pacific, Orinoco, the Caribbean and Andean) and structures of organized armed groups outside the law, (GAOML) Draft scripts shall be presented to the GAHD for their respective review and approval. The topic shall include any of the agreed in the first meeting.	
5	Script writing/presentation	
6	The GAHD will review the contents of each chapter and prepare the relevant report of approval (3 days) or will provide any specific instructions for adjustments and corrections as appropriate, in this case, the contractor will have three (3) business days to submit the final corrections	
<b>PRODUCTION</b>		
7	Production	
8	Once the production is done, the contractor must submit to GAHD for their respective review and approval of the first five (5) chapters. The GAHD (3) will have three (3) days, to do the respective approval document or to do the comments for adjustments or corrections, for which the contractor will have three (3) working days to present the revised chapter (s).	
9	The contractor will do the first delivery of the first 5 chapters of the first season in 10 DVDs (one original and nine copies) and radio spot of the first part of the season to be presented in commercial radio stations and in institutional radio stations (HUB, ARC, and PONAL FAC).	
10	The contractor must submit to GAHD for their respective review and approval of the second part of the season five (5) chapters. The GAHD (3) will have three (3) days, to do the respective approval document or to do the comments for adjustments or corrections, for which the contractor will have three (3) working days to present the revised chapter (s).	
11	The contractor will provide 10 DVDs (one original and nine copies) with the second part of the first season (5 chapters).	
12	Review and approval of the tied and last segment (including corrections).	
13	The contractor will provide 10 DVDs (one original and nine copies) with the third and last part of the first season (5 chapters).	

## V. Deliverables

<b><u>Product</u></b>	<b><u>Due Date</u></b>	<b><u>Reviewed By:</u></b>	<b><u>Submitted To:</u></b>
<b>Scripts</b>			
For one (1) season of fifteen (15) chapters with duration of twelve (12) to fifteen (15) minutes each chapter, previously approved by the GAHD.	To be establish with the schedule. Point 4	COR Jhon Lopez	INL
<b>Radio Spots</b>			
The contractor shall delivery four (4) 30 second promotional spots, promoting the first season, all in formats MP3 and WAV playback. (10 CDs or DVDs 1: original and 9 copies).	To be establish with the schedule. Point 4	COR Jhon Lopez	INL
<b>Production</b>			

Delivery of chapters 1 to 5, in 10 CDs or DVDs (1 original and 9 copies)	To be establish with the schedule. Point 4	COR Jhon Lopez	INL
Delivery of chapters 6 to 10, in 10 CDs or DVDs (1 original and 9 copies)		COR Jhon Lopez	INL
Delivery of chapters 11 to 15, in 10 CDs or DVDs (1 original and 9 copies)		COR Jhon Lopez	INL

## **VI. Period of Performance**

The period of performance of this acquisition shall be from Date of Award through 3 months.

## **VII. Place of Performance**

Performance shall be performed all over Colombia as necessary.

## **VIII. Evaluation Factors**

Evaluation shall be made based on a “Best Value” basis using an acceptable/non-acceptable rating. . The following Evaluation factors shall be used:

1. Technical Acceptability: The Contractor shall be evaluated based on their ability to meet the requirements of the Statement of Work.  
The Government shall evaluate the Offerors submitted Technical Proposal, Resumes and Draft Implementation schedule to ensure technical understanding of the requirements for this project. Evaluation shall be made based on an Acceptable/Unacceptable basis. Acceptable meets the requirements, Unacceptable does not.
2. Past Performance: The Contractor shall be evaluated based on their past performance in performing contracts similar in scope to this requirement.  
The Government shall evaluate how the Offeror meets the Experience requirements of this project. Evaluation shall be made based on an Acceptable/Unacceptable basis. Acceptable meets the requirements, Unacceptable does not
3. Price: The Contractor shall be evaluated based on a fair and reasonable price.  
INL reserves the right to disqualify any proposed Offeror that does not meet the above requirements.

## **IX. Proposal Submission Instructions**

The contractor shall submit the following:

1. Technical Proposal outlining how the contractor plans to complete the requirements.
2. Past Performance chart outlining the type of work they have performed in the past using the following qualifications:

Evidence of three (3) contracts that have been 100% completed in the past (5) years of similar scope of work that have included Pre and Post Production and experience in production and processing of audio material that has been disseminated in the media. Such material must have been done taking into account vulnerable persons as victims, displaced, kidnapped, demobilized, etc. (present an example).

### 3. Price Quote

## **X. Other Submission Requirements**

The following information should be carefully reviewed by any vendor planning to present an offer:

- a. For local vendors, Colombian Value Added Tax (IVA, for its acronym in Spanish) will be deducted, if included, from offered prices. INL Bogota has established procedures to recoup IVA in Colombia.
- b. INL reserves the right to reject a quotation that is technically unacceptable, unreasonably high in price, or missing required information.
- c. To be considered for award, the contractor must be determined by the Contracting Officer to be responsible in accordance with the standards described in FAR 9.104-1, as follows:

### **9.104-1 - General Standards.**

To be determined responsible, a prospective contractor must:

- (a) Have adequate financial resources to perform the contract, or the ability to obtain them (see 9.104-3(a));
- (b) Be able to comply with the required or proposed delivery or performance schedule, taking into consideration all existing commercial and governmental business commitments;
- (c) Have a satisfactory performance record (see 9.104-3(b) and Subpart 42.15). A prospective contractor shall not be determined responsible or no responsible solely on the basis of a lack of relevant performance history, except as provided in 9.104-2;
- (d) Have a satisfactory record of integrity and business ethics (for example, see Subpart 42.15);
- (e) Have the necessary organization, experience, accounting and operational controls, and technical skills, or the ability to obtain them (including, as appropriate, such elements as production control procedures, property control systems, quality assurance measures, and safety programs applicable to materials to be produced or services to be performed by the prospective contractor and subcontractors). (See 9.104-3 (a).)

(f) Have the necessary production, construction, and technical equipment and facilities, or the ability to obtain them (see 9.104-3(a)); and

(g) Be otherwise qualified and eligible to receive an award under applicable laws and regulations (see also inverted domestic corporation prohibition at 9.108).

INL will award the purchase order to the vendor whose offer is lowest price technically acceptable, value and other factors considered.

#### **XI. Place of delivery**

All deliverables shall be delivered to the INL Office, US Embassy Bogota.

#### **XII. Payment and Invoicing Schedule**

The Contractor shall have the ability to invoice and paid based on the following schedule.

<b>Milestone</b>	<b>Percentage</b>
Acceptance of Schedule	10%
Delivery of the scripts of fifteen (15) chapters with duration of twelve (12) to fifteen (15) minutes each chapter, previously approved by the GAHD	30%
Delivery of four (4) 30 second promotional spots, promoting the first season, all in formats MP3 and WAV playback. (10 CDs or DVDs 1: original and 9 copies).	10%
Delivery of the chapters 1-10, in 10 CDs or DVDs (1 original and 9 copies)	30%
Delivery of the chapters 11-15, in 10 CDs or DVDs (1 original and 9 copies)	20%

#### **XIII. Inter-Agency Coordination**

The performance of this agreement will be made in coordination and support of the GAHD of the Ministry of Defense, based on testimonies of demobilized individuals in the reintegration process, in order to encourage individual demobilization within illegal armed groups operating outside the law, and to influence the prevention of illegal recruitment.

#### **XIV. Intellectual Property**

The Ministry of Defense of the Republic of Colombia under the GAHD program and the Government of the United States of America will retain copyright and all other related intellectual property rights regarding all material (documents, reports, studies, publications, etc.) originating from the activities carried out under this agreement.